

SMA Director of Membership Job Responsibilities

Per Bylaws:

The Director of Membership is responsible for maintaining a year-long program including any workshops. With the assistance of the President-Elect, Director of Electronic Communication, and Director of Academic Placement Services, they are responsible for maintaining a list of current and prospective members. They will assist the Secretary and Director of Electronic Communications with SMA social media account(s) in order to help grow Association membership. The Director of Membership is also responsible for working with the President-Elect to develop the conference program app (if used). As the Director of Membership, they are responsible for creating and conducting any surveys of current and prior members. In addition, the Director of Membership is tasked with soliciting membership renewals from previously attending members that did not attend the current year's conference. They should work closely with the treasurer and the Director of Electronic Communications to have an accurate reporting of the number and location of members. With approval of the Executive Committee, the Director of Membership may solicit members to advance the goals of the strategic plan.

Thus, the Director of Membership Role Entails:

- Maintain a list of current and prospective members that can be used for various targeting purposes.
- Create social media posts to drive member engagement and keep members informed.
- Put on Spring Virtual Workshop(s) for members.
- Responsible for member experience with conference check-in including name tags, supplies (ribbons, lanyards, printing, etc.), lists of individuals that get various ribbons (Fellows, BOG, Track Chairs, Session Chairs), and SMA backdrop for member photos.
- Work with the program chair to create and maintain the conference schedule app for members if used outside the conference platform.
- Work with the program chair on any conference event for members.
- Take photos of members at the conference for social media, website, etc.
- Survey current/prior members as needed.
- Ensure members have access to the association-owned journals.